

2,500 Yards of
Black Satin Charmeuse
\$1.69 yd.

Our Usual Price \$2.49 Yard.
Good quality and weight, in a lustrous black, 39 inches wide.
—Second Floor, 35th St.

Store Hours, 9 to 5.30

Open All Day Saturday

SUPRE-MACY

SALES SALES

Cabinets of Writing Paper, 54c

The cabinet contains 36 sheets of assorted pink and blue paper, 12 white cards with gilt edges, and 48 envelopes to match.

—Main Floor, 35th St., Rear.

4 Models in Women's Dresses \$23.74



Two models in silk and two in Poiret twill, each one displaying features of the fall mode. A simple crepe back satin dress is developed in black with henna or sapphire or brown with henna. Illustrated.

A canton crepe features a wide neck and distinctive collar and sleeves of contrasting color.

One Poiret twill has pointed leatherette trimming on skirt and sleeves. Navy with red or black leatherette, or all black. Illustrated.

The other Poiret twill is trimmed with braid and features a new loose sleeve. In navy blue.

Sizes 36 to 44.

—Third Floor, 34th St., Rear.

48-in. All Wool Dress Velour \$2.06 yd.

A beautifully finished velour, at the lowest price we have ever quoted this desirable cloth.

We are showing the new Fall colors—tan, nutria, beaver, Delft, reindeer, Mohawk, navigator, coronation, mole, otter, seal, brown, Hudson seal, pilot blue, men's wear blue and black.

—Second Floor, 35th Street, Broadway.

871 Bungalow Aprons \$1.19

Formerly \$1.59 to \$3.49

Percales and ginghams in neat, attractive plaids, checks and figures; also plain colors.

12 different styles—slip-over or button models. One illustrated.

—Third Floor, Rear.



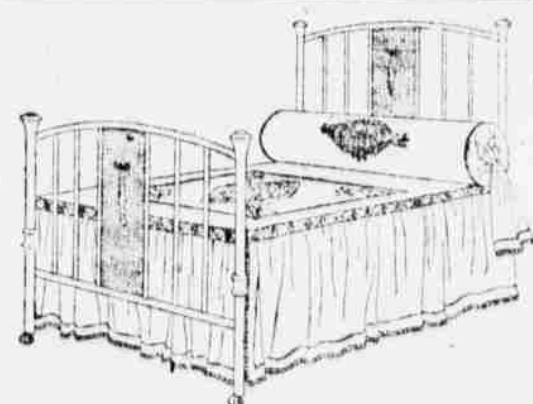
Eyeglasses and Spectacles

Take Advantage of These Reduced Prices

No extra charge for examination when glasses are purchased.

	Our Usual Price	Sale Price
Gold Filled Rimless Eyeglass Mountings,	\$2.74	\$1.74
Gold Filled Rimless Spectacle Mountings,	3.74	2.74
Shell-Like Spectacle Frames,	3.44	2.44
Gold Filled and Shell-Like Spectacle Frames,	4.44	3.44

—Optical Dept., Main Floor Balcony, 34th Street, Rear.



Metal Beds, \$10.89

Our usual prices would be \$16.48 and \$18.24.

Choice of two designs, one illustrated; finished in walnut, mahogany, white or ivory. Three widths: 4 ft. 6 in.; 4 ft. and 3 ft.

Bed Springs

Woven Wire Springs, all sizes, \$9.74
Link Wire Springs, all sizes, \$7.74

—Sixth Floor



600 Large Square Veils \$1.59 each

—Would usually be up to \$3.96

On large and small strong silk hexagonal meshes with dainty narrow or wide scroll borders.

In attractive color combinations including brown, navy and taupe.

—Main Floor, 34th Street.

Men's Blanket Robes \$4.79

Cord trimmed with three large buttons. Generous shawl collars add to the comfort of these luxurious garments.

Colors are combinations of two and three tones. Small, medium or large sizes.

—Main Floor, 35th St.



Dress Slips For the New Tunic Blouse

Created to meet the demands of the present day fashions—these slips give to one's costume that much coveted straight and slender silhouette. Besides this they are very convenient and comfortable.

Slip-over Model of heavy quality satin with hemstitched top and 5-inch hem. In navy, flesh, white and black. \$4.49

Satin Meteor Slipover Model, particularly well cut, with fullness at sides. In black or navy. Illustrated \$5.74

—Third Floor, Rear

Supre-Macy Sale Values

Will Continue Throughout the Week

These Values Are Based on Prices Far Below Our Usual Lowest-in-the-City Prices for Seasonable Merchandise of Quality.

Every Department of the Store Participates in This Value-Giving Event.

Note the Prices! Share in the Savings!



2000 Boys' All Wool Sweaters, \$2.89

Sizes 26 to 36

Coat sweaters with shawl collars, slip-on sweaters with either V neck or shawl collar, three different styles, all alike in price and exceptional value.

Offered in heather, dark green, brown, Oxford, navy and maroon.

For playing about after school hours sweaters are always the most comfortable, just the right warmth and not bulky.

—Second Floor, 34th Street, Rear.



Boys' Tarpaulin Hats for Fall Patent Leather Finish \$4.24

The American execution of a French idea brings to us these smart little hats for wee men.

Made in new middy and curled brim shapes and round sailor crown; they have grosgrain ribbon bands and bows. Leather sweat band and satin lining. Sizes 6 1/2 to 7.

—Second Floor, 34th Street, Rear.

Macy's "Perfection" Chocolates

Full 2 Lb. Box \$1.24

Our Usual Price \$1.74

Those same excellent quality chocolates are sold elsewhere at from \$2.00 per two-pound box and up.

A Truly Delicious Confection.

—Basement, Centre.

Seamless Axminster Rugs

8 ft. 3 in. x 10 ft. 6 in. 9 ft. x 12 ft.

\$38.75 \$45.75

Usually \$49.75 and \$53.50 Usually \$56.25 and \$58.25

Other Sizes at Proportionate Savings

Great Values! The rugs are better than the usual run; the designs and colorings are of the newest; with Chinese and Oriental effects predominating.

—Fourth Floor, Front.

2040 Pairs Sateen Bloomers 69c

Made of medium weight sateen in flesh or white. Full cut and reinforced. Garter knee, finished with hemstitched ruffle.

—Third Floor, Rear

Unbleached Muslin Sheetting

Standard Quality of Well Known Brands.

Width 64 inch, Special, 34c Yard
Width 72 inch, Special, 38c Yard
Width 81 inch, Special, 42c Yard

Also Bleached Muslin Sheetting

A standard grade of well known brand.

Width 90 inches, Special, 59c Yard

—Basement, 34th Street, Rear.



Women's Blanket Robes \$3.94

Made of soft, warm cloth in lovely color effects.

Collar, cuffs and two pockets bound with silk ribbon. Cord girdle.

Sizes 36 to 44.

—Third Floor, Centre

White Checked Underwear Nainsook 16c Yard

Our usual price would be 19c yard

It launders well and is of good weight.

26 inches wide.

—White Goods Dept., Second Floor, Centre.

Real Madeira and Cluny Lace Table Covers \$9.94 ea.

Formerly \$12.89 and \$14.48 each. 54 inches, round.

50 Real Madeira Dinner Cloths \$19.89 ea.

Formerly \$22.48 to \$36.50. 70 inches, round.

—Second Floor, Centre.



Record Millinery Offering

1200 Untrimmed Hats \$1.98

Until today these identical hats have sold in our regular stock at \$2.97—a Lowest-in-the-City Price.

Made of good quality velvet or panne in the season's new, smart shapes.

Black and the most desirable fall colors are in the assortment.

Hats trimmed without charge if trimmings are also purchased at MACY'S.

—Untrimmed Millinery Section, Second Floor, 34th Street.

Women's Imported French Lambskin Glace Gloves \$1.19

1,500 pairs of lambskin glace gloves, two clasp, in beaver, gray, tan and brown.

—Main Floor, Centre, Front.

Beaver Trimmed Coats

For Misses and Small Women

Specially priced at

\$44.75

Made of exquisitely soft, warm woolen cloth, with a full flare back that is delightfully youthful, and a belted front. Fancy tabs on either side conceal deep pockets.

Lined with peau de cygne, warmly interlined, it is indeed a comfortable as well as smart wrap for cold days.

In brown, tortoise shell, Sorrento and navy.

Sizes, 14 to 20 years.

—Third Floor, Broadway, 35th Street.

Special Sale of Heavy Silver Plated FLATWARE

At Less Than Half Price

Fine sectional silver plated knives, forks and spoons will be offered in this sale at materially less than half Macy's usual low prices.

The Quality we guarantee to be better than regular sectional plate, as the silver is specially deposited on parts most exposed to wear.

The Pattern is a dainty line and flower motif, of unusually graceful outline.

The Finish is bright and far superior to the usual finish of plated flatware.

One Script Initial Engraved Free

Sets of 6	Each	Each
Tea Spoons, \$1.59	Baby Spoons, 44c	
Coffee Spoons, 1.59	Food Pushers, 44c	
Orange Spoons, 2.12	Butter Knives, 49c	
Ice Cream Spoons, 2.19	Cream Ladles, 69c	
Ice Cream Forks, 2.19	Pickle Forks, 69c	
Oyster Forks, 2.24	Sugar Tongs, 84c	
Dinner Knives, flat, 2.44	Cold Meat Forks, 89c	
Butter Spreaders, 2.69	Gravy Ladles, \$1.09	
Bouillon Spoons, 2.69	Berry Spoons, 1.32	
Dessert Spoons, 2.94	Tomato Servers, 1.34	
Dessert Forks, 2.94	Oyster Ladles, 2.44	
Salad Forks, 3.09	Soup Ladles, 3.09	
Dinner Forks, 3.14	Butter Knife and	
Table Spoons, 3.14	Sugar Shell (2-piece	
Soup Spoons, 3.14	set), 98c	
Fruit Knives (Hollow Handled), 4.69	Children's Sets (3	
Breakfast Knives (Hollow Handled), 4.96	pieces), \$1.59	
Dinner Knives (Hollow Handled), 5.24	Salad Sets (2 pieces), 2.97	
	Caring Sets (3	
	pieces), 6.94	
	Beef Carving Sets (3	
	pieces), 7.94	

—Main Floor, Broadway.

R.H. Macy & Co.
Herald Square Inc. New York